

We are Fifty Years old! You may be any old age—we don't care how young or how old, provided you are insurable. The Equitable Life Assurance Society of the United States has been in existence for Fifty Years to insure just such men as you—men with families to support and responsibilities to shoulder, who need the protection of a great financial institution to help them—

1. Safe guard the home circle in the event of death;
2. Provide education for the children;
3. Create a safety fund for old age if life continues;
4. Prevent a foreclosure of the partly paid-for home;
5. Reinforce the business in times of stringency;
6. Secure a Life Income for any dependent or dependents.

The Equitable Society can do all of these things for you—and more. Thousands of beneficiaries are to-day living in comfort because of life insurance taken during the first fifty years of the Equitable's history. A Life Income contract taken by you in 1911 may secure for your wife or child in the event of your death a continuous monthly income during the next fifty years—and many years thereafter.

The Equitable Life Assurance Society as it stands today is the result of Fifty Years' experience in the science of life underwriting, and you are able to secure for yourself and your family the very best of protection with absolute security. You run no risk if you insure with the Equitable. You run a great risk if you do not insure at all, or if you place your insurance in an unreliable company.

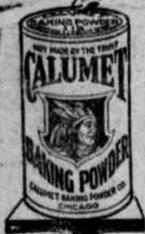
GRAY & GUTHRIE

GENERAL AGENTS

ALLIANCE, NEBR.

If you find any substance in your baking injurious to health made from baking powder in this can there is

\$1000
In it for you



Calumet has been backed for years by an offer of \$1,000 for any substance injurious to health found in the baking prepared with it.

Does not this and the fact that it complies with all pure food laws, both State and National, prove that Calumet is absolutely pure?

With the purity question settled—then Calumet is undoubtedly the best Baking Powder. It contains more leavening power; it is more uniform—every can is the same. It assures better results—and is moderate in price.

Received Highest Award World's Pure Food Exposition

CALUMET
BAKING POWDER

Pure in the Can—Pure in the Baking.

THE HOME BEAUTIFUL

ORNAMENTAL EFFECT OF A FEW TREES AND SHRUBS PROPERLY PLANTED

(By V. V. WESTGATE, Department of Horticulture, University of Nebraska.)



One can scarcely imagine a farm home more restful and inviting than the one pictured at the beginning of this article, and yet it is not expensive in dollars and cents to obtain a farm home similar to this. It is only a matter of time. The shrubs and trees shown, the value of which can now be scarcely estimated, cost in the beginning but a very few dollars and the house is of simple inexpensive design. What a change we would have in our Nebraska landscape if every farm house formed part of a picture similar

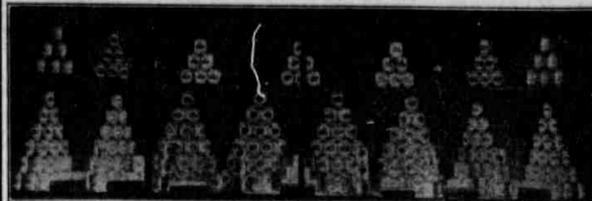
to this, and not only a change in the landscape, but even in the people, as it is impossible for individuals to come in contact with the beautiful without being benefited by the same. Many farmers realize that something ought to be done in the way of ornamenting their places, and yet they

do not know exactly what to do. For that reason a few rules on what to accomplish may well be given. As trees form part of the permanent effect of the place, be careful to plant them in their proper locations and with care. In using trees, first provide for a windbreak by planting evergreen trees, such as the Austrian or Scotch pine, as an evergreen gives the needed winter protection. Also use a few trees near the house for shade and a few to the rear in order to give the proper background or "setting" to the house. After the trees are located, we are ready for planting the shrubs. Place a few of the same next to the house in order to break the architectural effect of the house and also a few to the sides, as shown in the accompanying view. When making plantings of the place remember there is nothing finer than a good lawn. For that reason keep the same open by locating the plants more to the sides and at all times preserve a good view to and from the house.



Contrast the first view with the second. Which type of place would you choose to make your home? It is true there is a seemingly great difference between them and yet if a dozen trees and twice as many shrubs were properly planted on any place similar to the second one shown it would make an effect comparable to the first.

The Home of GAIETY



Canned Fruits and Vegetables

ALLIANCE GROCERY COMPANY

DEUS MEUS ET OMNIA

CAECILIA

Roman Drama

By the Seniors of

St. Agnes Academy

ALLIANCE, NEBRASKA,

MAY 19, 1911, 8:30 P. M.

PHELAN OPERA HOUSE

PROGRAM

Overture Piano: Miss Pay Hubble
Violin: Misses Sadie Dunn, Fern Sanders

CAECILIA

ROMAN DRAMA IN THREE ACTS

DRAMATIS PERSONAE

Caecilia, Virgin Martyr.....Miss Sadie Dunn
Agnes, an Orphan.....Miss Margaret Kuester
Egeria, a Roman Lady.....Miss Marie Carey
Quintilian, Father of Caecilia.....Miss Mabel Mosher
Tiburtius, her Brother.....Miss Marian Karpf
Valerian, her Betrothed.....Miss Agnes Colgan
Urbau, the Pontiff.....Miss Agnes Kniest
Athanasius, his Deacon.....Miss Marie Buechsenstein
Septimius, a Gambler.....Miss Fern Sanders
Alamachus, Prefect of Rome.....Miss Claire Armuth
Decius, an Apostate.....Miss Zaidee Guilfoil
Niger, a Numidian Slave.....Miss Rita Hon
Alexander Severus, the Emperor.....Miss Ruth Cushman
Hercules Maximin, his Lieutenant.....Miss Thelma Carey
Wedding Guests.....Misses Teresa O'Donnell, Hannah Kniest, Hannah Keane, Lucy O'Brien, Hazel Cramer, Marie Gilleran
Flamen.....Miss Bernice Armstrong
Guards.....Misses Beatrice Spencer, Jessie Kemp, Gertrude Williams, Zula Fenton

I ACT. Scene 1—Caecilia's Chamber

Overture Von Weber
Misses Hazel Cramer, Zaidee Guilfoil, Gertrude Williams

Scene 2—The Atrium

Scene 3—Before the Baths of Caracalla
Scene 4—Quintilian's Garden

Polonaise Chopin
Miss Ruth Cushman

II ACT. Scene 1—The Catacombs

Instrumental I Would that My Love
Piano: Miss Pay Hubble
Violin: Misses Sadie Dunn, Fern Sanders

Scene 2—A Ruined Mausoleum

Duet Rolling Billows
Misses Agnes Colgan, Mildred Wade

III ACT. Scene 1—At the Tribunal

Scene 2—The Torture Chamber

Overture Keler-Bela
Piano: Misses Anna Bernhardt, Vivian Holloway, Hazel Bennett
Violin: Misses Sadie Dunn, Fern Sanders

TABLEAU

NEW STATE RECORD FOR MILK AND BUTTER

ROXANNA PARTHENA SETS HIGH MARK FOR NEBRASKA DAIRY COWS

(By A. L. HAECKER, Nebraska State Farm)

For several years there has been a rivalry among the dairy stock breeders of Nebraska to possess the cow holding the highest record for milk and butter produced in one year.

The Dairy Department of the University of Nebraska has a Holstein-Friesian cow, named Roxanna Parthena, who has completed a splendid record. On the second day of March she completed a yearly record of 21,647.3 pounds of milk and 881.89 pounds

of butter. This defeats the state record of nearly 2,000 pounds of milk and nearly fifty pounds of butter. This record certainly deserves more credit when we consider that it was made by a twelve-year-old cow that has served well and long as a great breeder. Roxanna has been in the herd for nine

years and has given a calf each year, along with a splendid production of milk and butter.

We can learn from such a record as this the possibility of dairy cows when given good feed and care. The milk from this cow has been sold in the city market at 10 cents per quart, and as she produced about 10,000 quarts, she has made for the department \$1,000. She produced a heifer calf during the year that, of course, is



ROXANNA PARTHENA.

of great value. It cost less than \$100 to feed this cow and her care could be figured at about \$50. It is safe to say that Roxanna this year has earned for the institution close to \$1,200, and this would give a low value to her heifer calf.

The fact that a cow is of a pure breed is no assurance that she will be a good producer. There are many "scrub" pure breeds. The only safe rule is that of the scales and tester, which show actual results. "Men must be more interested in dairying in the future," says Professor C. H. Eckles, "whether they want to or not. It will be the result of economic laws, from which there is no appeal."

A dairy cow, to be profitable, must produce well for ten or eleven months in the year. Farmers are often misled by the full pail of milk a cow may give for the first month or two, soon dropping down to almost nothing. The manure from a cow for a year is worth, on the average, about \$30. This is figured in terms of the actual cost of commercial fertilizer. How many farmers realize the value of the manure pile?

I Need A TRAINED Man



"Yes, I'm sorry, too, that you cannot fill the position, but what I need is a TRAINED man—a man who thoroughly understands the work."

"No, there's no other position open—we've hundreds of applicants now on the list waiting for the little jobs. This position calls for a TRAINED man. Good day."

That's it. There's a big call for the trained man—the man who can handle the big things—the man who is an expert.

You can easily receive the training that will put you in the class of well-paid men. You can't begin to understand how quickly the little coupon below will bring you success. Already it has helped thousands of men to better paying positions and more congenial work. It will cost you only a two-cent stamp to learn how it is all done. Just mark the coupon as directed and mail it today. The International Correspondence Schools have a way to help you.

During last year over 4,000 students voluntarily reported better positions and higher salaries secured through I. C. S. training. To only this small percentage of our student body there was brought increased salaries amounting in one year to over Two Million Dollars!

Don't fill a little job all your life when you can so easily move up in the world. **The Business of This Place is to Raise Salaries**

NOW is the time to mark the Coupon

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Box 799, Scranton, Pa.

Please explain, without further obligation on my part, how I can qualify for a larger salary in the position before which I have marked X.

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|----------------------|-------------------------|
| Bookkeeper | Telephone Engineer |
| Stenographer | Electric Lighting Supt. |
| Advertisement Writer | Mechanical Engineer |
| Show-Card Writer | Surveyor |
| Window Tinner | Stationary Engineer |
| Commercial Law | Civil Engineer |
| Illustrator | Building Contractor |
| Civil Service | Architectural Draftsman |
| Chemist | Architect |
| Traffic-Mill Supt. | Structural Engineer |
| Electrician | Sanitary Engineer |
| Electrical Engineer | Mining Engineer |
| Mechanical Draftsman | |

Name.....
Street and No.....
City.....State.....

SAVED CHILD FROM DEATH

"After our child had suffered from severe bronchial trouble for a year," wrote G. T. Richardson, of Richardson's Mills, Ala., "we feared it had consumption. It had a bad cough all the time. We tried many remedies without avail, and doctor's medicine seemed as useless. Final-

ly we tried Dr. King's New Discovery, and are pleased to say that one bottle effected a complete cure, and our child is again strong and healthy." For coughs, colds, la grippe, hoarseness, asthma, croup, and sore lungs, it's the most infallible remedy known. Trial bottle free. Guaranteed by F. J. Breanna.